



Tamil Nadu Agricultural University
Coimbatore – 641 003



Dr. M. Rajavel, Ph.D.,
Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,
Sir,

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I request that the following message may kindly be published in your esteemed daily:

TNAU hosts 37th National Conference on Agricultural Marketing

The Inaugural function of the 37th National Conference on Agricultural Marketing jointly organized by Centre for Agricultural and Rural Development Studies (CARDS), TNAU and the Indian Society of Agricultural Marketing (ISAM), Hyderabad was held at Tamil Nadu Agricultural University, Coimbatore on 14th September 2023.

Dr. V. Geethalakshmi, Vice Chancellor, TNAU presided over the event and emphasized on the need for nutritional security, reduction of post-harvest losses, and research focus on promotion of export marketing and need to leverage cold storage, e NAM and regulated markets to enhance agricultural marketing. Further, the Vice Chancellor spoke on the role of TNAU in providing market intelligence, facilitating FPOs through TNAU-FPO linkage, providing technical guidance besides creating a marketing platform through TNAU AgriCart to market FPO produce.

Dr. Vijay Paul Sharma, Chairman, Commission for Agricultural Costs and Prices (CACP), Government of India, New Delhi in his Presidential Address highlighted that 45 per cent of workforce are engaged in agricultural sector and at present, due to the consumer preference, there is a paradigm shift from production centric to income and livelihood of farmers. He urged creating market infrastructure, increasing private funding in creation of entire value chain in agricultural marketing plays a vital role. He highlighted the schemes of Government of India namely, Pradhan Mantri Krishi Sinchai Yojana, Pradhan Mantri Fasal Bima Yojana, PM Kisan Samman Nidhi and other initiatives of GOI in promoting agricultural marketing in India. He also pointed that the use of new digital technologies like AI, machine learning has the potential to address the access to reliable price forecast, market information and provide scope for improving efficiency in agricultural marketing.

Dr Ramesh Chand, Member, NITI AAYOG, Government of India, Chief guest of the event highlighted that the contribution and growth of agriculture to the share of GDP has increased in the last decade in India and emphasized the need for reforms in Agricultural marketing so as to meet the demands of the agricultural sector.

Dr. Sathyanarayana, Secretary, ISAM spoke on the role of ISAM in providing a knowledge sharing platform for SAUs, researchers and Institutes for improving the agricultural marketing efficiency in the country.

Dr. Mahendra Dev, President, ISAM emphasized the need for providing post-harvest credit for small and marginal farmers as a risk mitigation mechanism.

Dr.R Shankar Narayan, NABARD highlighted the role of NABARD in finding innovative funding solutions for agricultural challenges and accented the need for developing a separate channel for marketing of FPO products. Further, he appreciated Madurai Agri Business Incubation Forum (MABIF) for greatly contributing to the capacity building of over 300 FPOs.

Dr.C.Ramasamy, Former Vice Chancellor, TNAU stressed upon the research need for improving market efficiency in the food value chain.

About 150 participants that include researchers, students, scholars, scientists participated in the inaugural event and deliberate in the three-day Conference.

Earlier, Dr.D.Suresh Kumar, Director, CARDS, TNAU welcomed the gathering and Dr.N.Venkatesa Palanichamy, Dean (Agriculture) proposed vote of thanks.

Public Relations Officer